



## Guide to Student Affairs Communications & Marketing (SACM) Outlets

As our division has grown in size, it has become increasingly important that we coordinate division marketing requests and communications to mass audiences. Additionally, University Marketing has asked that our division communications and marketing team develop content prior to forwarding materials to them for input or review. **Please consult the following guide to determine the optimal publication medium for your content.** Our SACM team is happy to help you make those determinations, and you can contact our Director at any time: [kellymoor@isu.edu](mailto:kellymoor@isu.edu).

<p><b>For communications, submit your content at <a href="#">SA Communications</a>. For marketing assistance and review, see the links at the bottom of the table or go to <a href="#">SA Division Communication Outlets</a>.</b></p>	
<b>Monthly Division Newsletter</b>	<p><b>Content:</b> For sharing our “good stuff” (motivational, celebratory) and event promotions  <b>Publication Date:</b> First Wednesday of each month  <b>Audience:</b> SA staff</p>
<b>Weekly Bulletins</b>	<p><b>Content:</b> Concise reminders of important deadlines, events, and activities for SA staff  <b>Submission Deadline:</b> Thursdays, 5:00 p.m.  <b>Publication Date:</b> Monday Mornings  <b>Audience:</b> SA staff</p>
<b>Roar Weekly</b>	<p><b>Content:</b> features just-in-time communications, action items, services, and opportunities  <b>Submission Deadline:</b> Thursdays by 5:00 p.m.  <b>Publication Date:</b> Wednesdays, <b>every other week.</b> <b>NOTE:</b> not published if classes are not in session.  <b>Audience:</b> students</p>
<b>Idaho State Today</b>	<p>This is ISU MARCOM’s resource, but our SA communications team has been asked to prepare and review content prior to submission.  <b>Submission Deadline:</b> Friday noon for Monday’s edition; Wednesday noon for Thursday’s edition  <b>Publication Date:</b> Monday and Thursday Afternoons  <b>Audience:</b> General</p>
<b>Not Sure?</b>	<p><b>Content:</b> If you want to communicate something, but you are truly unsure about which communication outlet to use, submit it here, and our SACM team will help.</p>
<b>Bengal Family Network</b>	<p><b>Content:</b> Anything and everything that helps keep our parents, partners, and family members informed; includes features of SA services, student stories; inspirational and informational content  <b>Submission Deadline:</b> one week before the first Wednesday of the month  <b>Publication Date:</b> first Wednesday of the month</p>
<b>Marketing Request</b>	<p><b>Content:</b> Have a marketing idea, but need help developing it? Submit your idea to this link.  <b>Submission Link:</b> <a href="#">Marketing Request</a></p>
<b>Marketing Review</b>	<p><b>Content:</b> Have marketing content already developed, but need confirmation of the content and branding? Submit it to this link, and we’ll send you feedback. The <b>marketing review team meets Thursdays at 10:00 a.m.</b>  <b>Submission Link:</b> <a href="#">Marketing Review</a>  <b>Submission Deadline:</b> Wednesday at 5:00 p.m.</p>